

ABSTRACT OF THE DISCLOSURE

Disclosed is a system and method for reformatting contents in a wireless Internet site in which an XML-based meta tag is specified in consideration of an Internet site-building tag according to each wireless protocol, and, on the basis of this, a wireless Internet site made with a wireless Internet or a meta tag is converted to conform to the form of a proper tag according to the type of a browser of a wireless terminal which accesses the wireless Internet site, and then is transmitted to the wireless terminal. According to the present invention, multimedia contents used in a wired or wireless Internet site is converted to conform to a multimedia service that can be recognized by a wireless terminal which accesses the wireless Internet site and then is transmitted to the wireless terminal so that a user can be, at more rapid transmission rate, supplied with multimedia information such as graphic images, moving pictures, sound, etc.